RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 24, 1997

RJR Account #026040
Mr. F. Attea
M. ATTEA & BROS.

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Frank:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	#/ (6M) Cases B1G1F
12300-24091	*Box*	2
12300-24092	*Light Box*	2

Product / Premium Arrival:	July 14, 1997
Ship Date to Retail:	Week of: July 28, 1997
SKU CUBE:	1.4360
SKU WT (w/o Product):	3.7500 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$349.35
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/tsym0000

B2G2F
M. ATTEA & BROS.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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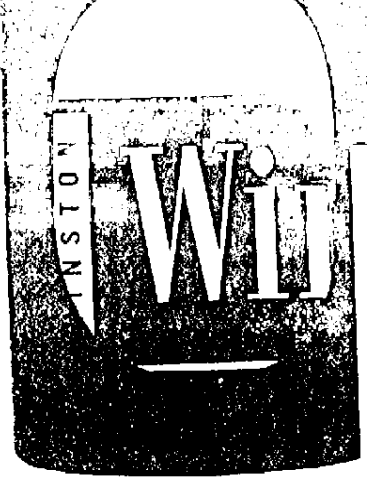
Source: https://www.industrydocuments.ucsf.edu/docs/tsym0000

New package deal on New Winston.

New Winston

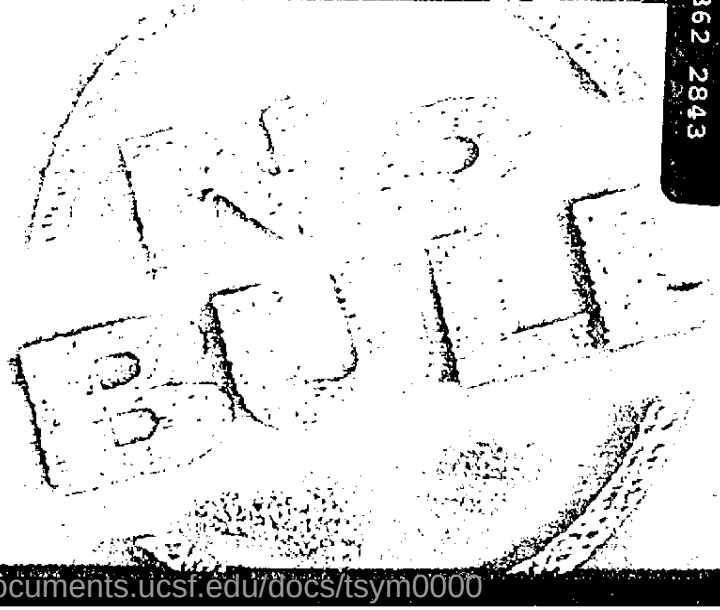
BUY 2, GET 2.



No additives. True taste.

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out

- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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PTD IN USA 526973 SELL SHEET

Source: https://www.industrydocuments.ucsf.edu/docs/tsym0000

#700465

WHOLESALER PACKING INSTRUCTIONS

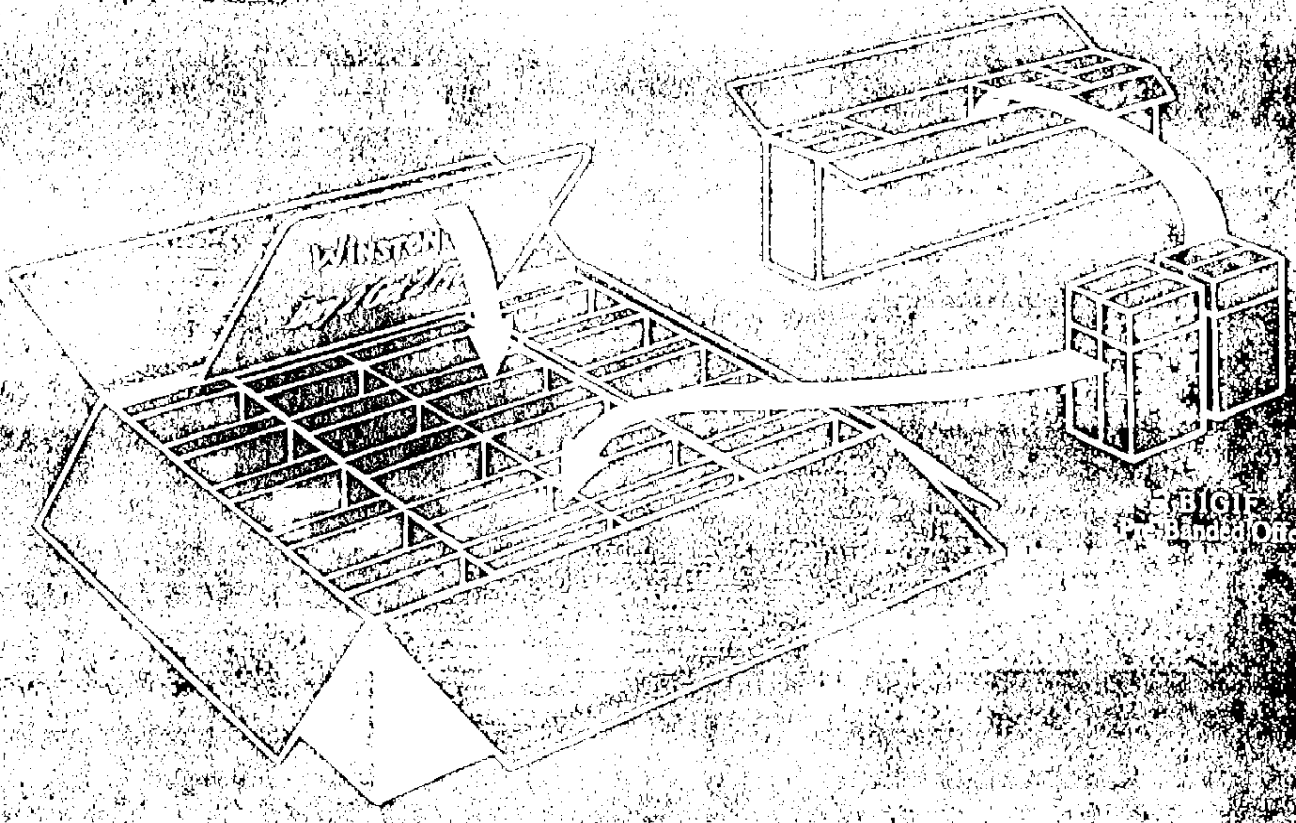
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves)
3. Fold display header card down
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack Buy-One-Get-One-Free Offers



5 B1G1F Pre-Banded Offers

Item: #526982
Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON LT Box				
Number of Cartons	4	4				

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5N55B2

WORKPLAN VAP TEMPLATE LISTING

DATE: 97-06-19
TIME: 08:06 AM

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-5246
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-9587
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 8

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/30/97

ACCOUNT NUMBER: 026040
VOUCHER NUMBER: 15363199
DATE WRITTEN: 07/30/97
STATUS: PAID
AMOUNT PAID: 28.00

M ATTEA & SONS INC
1509 CLINTON ST
BUFFALO , NY 14206

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.00	28.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465/C. ALESSANDRA

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Source: https://www.industrydocuments.ucsf.edu/docs/tsym0000